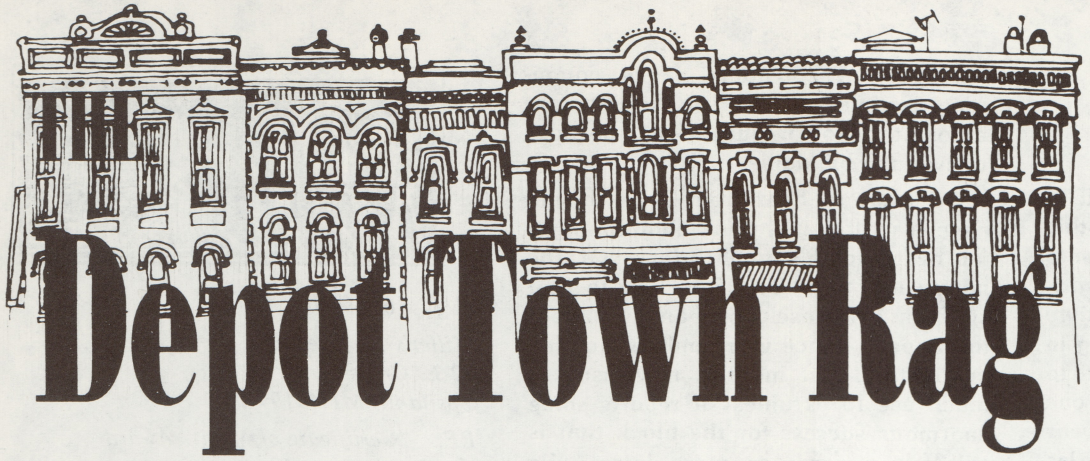


Depot Town Rag

FREE 100% RAG CONTENT

SEPTEMBER 1984 MEETINGS

Merchants - September 13 - 7:30
Association - September 20 - 7:30
Foundation - September 27 - 8:00
. . .all in the Caboose

A PUBLICATION OF THE DEPOT TOWN ASSOCIATION, INC. The Caboose, 400 Market Place, Ypsilanti, Michigan 48197

"SATURDAY MORNING" NO LONGER REDUNDANT

Like "Military Intelligence" and "Working Teenager", "Saturday Morning" was long considered to be a contradiction in terms, but with the re-opening of the Cross Street Bridge and the second recent turn-around in Depot Town's economy, that portion of the week has once again become a prime marketing time for a large part of our community. If any one part of the week can be identified as the biggest "draw time", from 8 A.M. until noon on Saturday is certainly it. Parking on East Cross and next to Frog Island shows a continuous turn-over during this period, and managers report seeing the greatest number of first-time shoppers then. Many of them buy, too, but the overriding consensus is that "Depot Town is a pleasant place to be" and the walks are filled with people enjoying this new discovery. For a district which, ten years ago, had to convince store owners not to park in front of their business, this seems to show that we've come a long way.

A few shops still cling to the notion that no one buys anything until the afternoon hours (they're good too, since no one can buy anything when they're closed!) but the highest concentration of sidewalk traffic is now seen during the peak hours of the Farmers' Market. Hundreds flock to the area to get the best pick of fresh produce, stash it in strofoam coolers in their vehicles, and then tour the area, picking up breakfast along the way. Those shops holding "bankers' hours" see many tugs at their doors, but the early risers have signs and products on the sidewalk and in the window, ready for that clientele which has forsaken mass production food suppliers (or is it the other way around?) And do their Saturday Morning Shopping back in the "old neighborhood."

As in other former urban shopping centers, those businesses with most unusual and unpredictable hours are those which complain and explain the most-usually until their cash – flow deteriorates to the point of insolvency. Few customers return to a shop whose doors are often found locked. True, in its amazing come-back to the business community, Depot Town has proven to be a great starting place for those entering the world of retail business for the first time, but those who succeed are those who build in regularity and predictability with their excellent services and products. Their uniqueness and authenticity have not suffered for it.

For the most part, however, Depot Town enjoys friendly and assertive merchandisers who greet their customers with a quick and easy smile and high quality, personal service. That kind of stimulus demands a certain response from the consumer, as well. Just look at all those people who are calling Depot Town "home" again.

TIGER TRIP - Tuesday, September - 18th
Bus leaves Caboose at 5:30 p.m.
Tickets: $22.00 ea from Barbara Lohr, 763-3482

NOT 'FREE' BUT PRICELESS

A recent phone call from Ellen K. passes along an idea she found in Canada this summer: "The Rag," she says, 'is not only '100% FREE Rag Content', but it is priceless!" Free, loose or gratis, she can't afford to do without us. Thanks for the feedback, Ellen. It's a bargain at twice the price.

NEW STREET LIGHTS STILL TO COME

Although the orange vapor lights were not installed in time for Festival along with the Cross Street Bridge, Mayor Murdock says they'll still be seen this season. Detroit Edison will install new lighting throughout much of the City, including Downtown, and, perhaps in University Village. Mayor Pete says we'll still see our current "War of the Worlds Style" fixtures with new, orange lamps installed, plus shorter pedestrian lights in between. The pedestrian lights may make purists squint, due to their fakey Mansard-roofed motif, but the closer and lower lighting will also be installed at both sides of each end of the new bridge and another will light the footbridge to Frog Island.

Digging for the electrical installation, however, will not be the major ground breaking many had feared, since Edison will be able to make fewer holes and tunnel across to the next installation. "We hope," said Hizzoner, "to be able to bust up the sidewalks which already need work and replace them in the same action."

Ypsilanti's Farmers' Market
in historic Depot Town

FALL FARM FAIR FOR THE FIFTEENTH

- PONY RIDES
- SCARECROW GALLERY
- STORYTELLIN' IN THE COFFEESHOP
- HUMONGOUS VEGGIE CONTEST
- LIVE SCARECROW CONTEST
- HAND-CRANKED ICE CREAM AND CAKE
- 1918 WATERLOO BOY TRACTOR
- ANTIQUE FARM TOOLS EXHIBIT

NEIGHBORHOOD NEWS AND VIEWS SPUR CREATIVE WRITERS

The past year has seen a wealth of contributors to this publication's monthly output and now is the time for the editor to thank and congratulate those contributors. Any block with so much activty should see its inhabitants responding in many ways to both initiate and respond to its rich and varied life. Writing is just one of the many ways to respond. Just a year ago two subissions by CBS's Charles Kuralt started the pattern. Gary Urick of the Farmers' Market, Tom Shurino of the Small Business Bureau, and bridge architect Denis Schmeideke each responded with a continuous series of information about their favorite projects in this business district.

Other loyal writers included WEMU's Jim Dulzo, local potter Judy Andrews, Old Town Restaurants' Tommy Kornilakis, The Food Co-op, Michigan Artrain's John Waite, Eastsider Scott Kunst, Sally Richie from the Ice Cream Parlor and Estelle Sutherland from the Farmers' Market Coffee Shop.

Some were articles, others in letter form. All were personal, local and enthusiastic. Hitch hiker Bob Fox wrote about neon one time, about depots another. Depot Exchange's Steve Gross contributes annually for April Fools' Day, teasing and entertaining us every time.

We had contributions from the National Trust's "Preservation News", the City of Ypsilanti's office of Community Development, "Psychology Today", and Henry Ford Community College's piece on the "Depot Town Eclectric".

One-time writers included Joyce Croff, Debbie Smith, Nina Mallette, Sonja Headings, M. Weber, M. Davis, Glenda Frobush, and a popular columnist of the Ann Arbor News. We suspect that none of the above will complain about our being too heavy-handed with our editing.

Such reader response extrapolates a truism of Charles Kehler's: he points out that most folks will usually "underwirte" programs they have helped to write. We suggest that they will also read what they have written. And so will their friends and neighbors The readers' pages, community sections and letters to the editor are among the most frequently read portions of even the big dailies.

We want to hear from you. If you haven't written yet, think about doing it for next month's publication. Or the month after that. THE RAG likes to print stuff that is intensely local and just about to happen. Since we're only a monthly publication, last month's news isn't of much use to us unless it reports some enormous success for the block that is still felt a week or more later. We encourage our readers to join in this excellent company of writers. Write THE RAG a piece today. Send it to the Caboose or bring it to the DTA meeting by the third Thursday and you'll see yourself in print in one of the slickest little neighborhood newsies in the land.

August 6, 1984

Miller's Ice Cream
42 E. Cross Street
Ypsilanti, MI 48197

RE: "Certificate of Merit" Award

Dear Manager:

As you may already know, this department has a program designed to recognize the "outstanding" food service establishments in our county. These establishments must operate with high level of cleanliness and must be exemplary in their attitudes towards protecting the health of the public.

We are pleased to inform you that your establishment has been selected to receive a "Certificate of Merit" award for the 1983-84 licensing year.

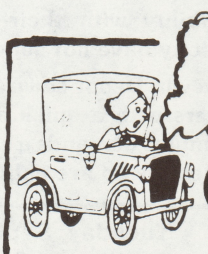
You are cordially invited to attend an awards presentation scheduled for the August 17 Board of Health meeting being held at the new Service Center conference room located at the corner of Hogback and Washtenaw Avenue at 9:00 A.M.

Members of the press have been invited and we expect this ceremony will help to provide your establishment with the public recognition you have so deservedly earned. Award recipients unable to attend will be mailed their certificates.

In closing, please accept my personal congratulations. Keep up the good work.

Very Truly Yours,
John B. Atwater, M.D.
Director

bd
B & D RETAIL PLUMBING and HEATING, INC.
Richard C. Laflin
310 N. River - 487-1510
Ypsilanti, MI 48197


CITY RADIATOR
110 N. River
Ypsilanti, MI 48197
483-2248

Grand Trunk Ltd.
Formerly Rosemary's
NEEDLE ARTS and HANDCRAFTS
15 E. CROSS
YPSILANTI, MICH. 48197
(313) 485-4994
Corner

Hansen's
STANDARD PRINTING
"Historic Depot Town"
Ypsilanti 483-0339

Hon's
Flowers & Fancies
46 E. CROSS • 482-2124
DEPOT TOWN YPSILANTI

UNIVERSITY VILLAGE, NEW CAMPUS TOWN

Another of Ypsilanti's business districts is organizing for the betterment of the economy in their locale. Formerly known to most as "Campus Town" or the "West Cross Street District," those entrepreneurs now call themselves "University Village" and look forward to one of the strongest back-to-campus promotions in recent years. After a number of seasons which saw panhandlers, drunks and hooligans, the West Cross Street merchants are pulling together to clean up their strip of the action. Old timers, like the Tangalakis family, still provide an anchor for the neighborhood and Ted and sons and daughter have been at the center of economic development in that block for many years now. Their other block's recent decline was never quite so steep as Depot Town's, nor as pervasive. With quality additions such as the Art Attack and the newly remodeled Tower Inn, that district seems to be on a quick road to recovery. Charles Kehler, of the Small Business Bureau estimates there will be no empty store fronts up on the hill this fall. Depot Town, the Central Business District, then Ecorse Road merchants have all proven that neighborhood promotions can pay off — when the owners, managers, residents and clientele all pull together. Good Luck University Village.

Earthdate August 15, 1984

Depot Town Rag
c/o Depot Town
City of Ypsilanti
County of Washtenaw
State of Michigan
Country of United States
Planet of Earth
Galaxy of Milky Way

Dear Mr. Rag (I hope that is the proper form of address):

Greetings! Your observations of the aliens leaving the train that only stops in one direction was very astute! The purpose of this letter is to reassure you that neither Depot Town or Ypsilanti need fear our presence. We are friendly creatures who appear each evening and go to our assigned homes in the area to perform good deeds. We cook meals, clean houses, and perform whatever other services the residents might require.

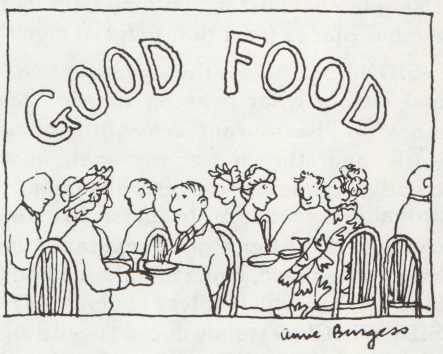
We reassemble very early every morning while most of Depot Town sleeps. Some of us are fortified by an amazing Earthly concoction offered up by the Old Town Restaurant — I believe they call it "kaufey". We are wisked away by our mothership which we call a SEMTA and taken to our planet, Detroit — a place that is "out of this world". During the half Earthday we are gone, we are revitalized and readied for our nightly return which we anticipate with great pleasure.

One of our good deeds is to provide Depot Town with the only activity which justifies its name — a train stop! We have been working hard for many years to keep the name of Depot Town viable. But lately, Earthly lords — I believe you call them government officials — have begun to waiver in their Support. Apparently, certain Master Lords have suggested that a commodity which you Earthlings call "munee" should not be used to make sure that some form of transportation continues to exist for friendly and productive creatures. Despite our best efforts, you wonderful citizens of Depot Town may soon be forced to live a lie. We fear for you! What will you do without your one and only train stop? Change your name? Perhaps you will be called Ghostdepot Town? Or Farmer's Market Town? Our computers cannot compute the word depot without something stopping there.

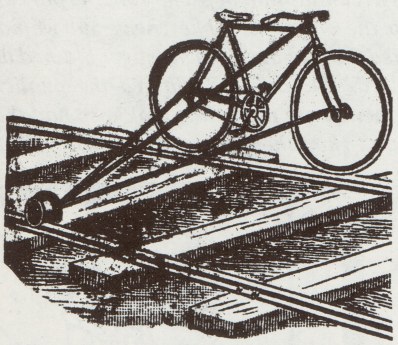
In the spirit of intergalactic cooperation, we now ask you to join us in our efforts to keep the name of Depot Town alive. Perhaps, with a common language, you would be better able to communicate with your lords than we have been. It is our understanding that Lord Gary Owen and Lordess Lana Pollack may be receptive to your communications requesting that the Master Lords at the Michigan Department of Transportation stop their efforts to make the depot in Depot Town obsolete.

Spatially yours,
Darlene W. Mood (Earth name)
*Member, AA**
Assigned to 935 Pleasant Drive
Ypsilanti

**Please note that AA stands for "Amtrak Alien" — not to be confused with your Earthly organization with the same initials!*



PLEASE!
NO BIKE RIDING
ON THE
SIDEWALKS!



D.T.A.
ANNUAL
ELECTION

7:30 P.M.
THURSDAY
SEPTEMBER 20

. . .in the Caboose

Eat in or carry out
Delicious fresh made to order sandwiches
Soup and Salad Bar
THE DELI SHOPPE
Delicatessen and Catering
In Historic Depot Town
17 East Cross St
Ypsilanti, Michigan 48197
483-3574
Catering by Bette Beck
Specializing in Wedding Receptions

a non-profit business serving depot town
YPSI FOOD COOP
312 N. RIVER
483-1520
open: Monday-Friday 10-7, Saturday 9-6

Pints
Quarts
Half Gallons
Gallons
Miller's
SINCE 1846
ICE CREAM
Malts
Shakes
Sodas
Cones
Sundaes
42 E. Cross • Ypsilanti, Michigan
485-7546
"Have Ice Cream the old fashioned way."
Sit down to the creamiest
ice cream around served
in a real glass dish.

DTA 16 AUGUST

President Richie called the meeting to order at 7:30 P.M. in the Caboose and the minutes of last month were read and approved. In the absence of the Treasurer, Bonni Rosen-Fine reported $7333.44 in the General Fund, with $243.48 in the Rag Account and $4330.60 in the Jazz Concession Account.

Rex Richie reported a bill from the City for $300.00 for printing of the Depot Town Study in 1978 and also asked if we should have a booth at the October 5,6,7 Apple Harvest Weekend. Dodd and Lohr volunteered.

HERITAGE FESTIVAL: Opening party at the Hutchinson House is the Thursday before Festival, by advance ten dollar ticket only. They are available at the Chamber of Commerce.

DTA will pay $75.00 toward the parade calliope, merchants French, Wizauer, Gross, Fetters and Richie contributed another $75.00 and it will park in Depot Town after the Parade.

Lee Robinson, from Industrial Circuits, donated the handsome plaques and awards for the Antique Auto Show. CBC will operate the Riverboat Gambling concession and Ecorse Road merchants will sponsor hot air balloon rides.

Depot Town Merchant parking will be available all though the Festival behind the south side buildings, via Ninde Street.

REPRINTS: Along with other community groups, DTA will contribute $48.00 toward reprinting the Ann Arbor Observer July article about Ypsilanti for added distribution at Festival.

FREIGHT HOUSE: Nineteen exhibitors will be featured, and the world premiere of a steam train film will take place. Alex Suczek's press release was read and $200.00 seed money approved.

BEER TENT: Now that Krogers' has reopened, Rex will need even more volunteers at the bar from noon until midnight each day of Festival.

BY-LAWS: Proposed by Marybelle Suczek; and posted at Miller's, in the Caboose, and in the Farmers' Market for perusal and editing until the September meeting.

BOOMER DAYS: Bonnie Rosen-Fine thanks Pam, Wendi and Renee for all their help to make this event happen. They only spent $22.42 in promotional costs.

BILLBOARDS: Rex reported 100% participation on the block and the displays should be seen in about two months.

TIGER TICKETS: Approved $730.00 seed money to the Depot Town Development Authority for tickets and a bus to the Tuesday, September 18th, Tiger Baseball game as a fund-raiser. Contact Barbara Lohr at 763-3482 to reserve your ticket. The bus will leave the caboose at 5:30 P.M.

SIDEWALKS: Serious pedestrian injuries have resulted inthe City stenciling the "NO BIKES ON THE SIDEWALKS" rule here. Remember: When riding a bike, keep it in the street. When you walk it, you are a pedestrian and should be on the sidewalk.

RAG REPORT: Steam Train Reunion at 3:00 P.M. Saturday, during Festival in the Caboose. September issue may be ready a week early for Festival time. Wayne is helping to proof-read and Bonni is taking over the business end.

RAG ADS: will be by advance quarterly payments only, beginning January 1985.

GREAT TRAIN RACE: Gary McKeever needs help at 6:00 A.M. Sunday, during the Festival.

CBC/DTA Parade Float won first prize on July 4th, will appear again in Heritage Parade. $100.00 approved for expenses.

FOUNDATION: will meet on the Fourth Thursday in August, due to Festival events.

NOMINATIONS: for consideration at the September annual election:

President: Gary McKeever
Vice-President: Paul Fetters
Secretary: Tom Dodd
Treasurer: Eric Ward

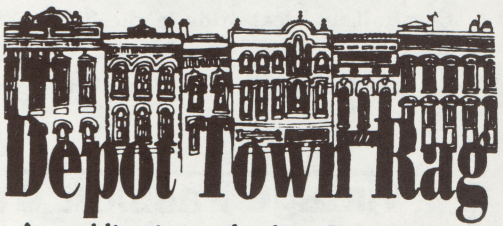
CALENDAR: Schedule approved for the following year...

SEPTEMBER
Fall Farm Fest (Gary Urick)
OCTOBER
Apple Harvest (Barbara Lohr & Tom Dodd)
Halloween (Meadows)
NOVEMBER DECEMBER
Victorian Holiday (Joe Wizauer)
JANUARY
Jazz Series #1 (Carolyn McKeever)
FEBRUARY
Jazz Series #2 w/retail promotions
MARCH
Jazz Series #3 w/retail promotions
APRIL
Jazz Series #4 w/retail promotions
MAY
Stream Train Trip (The Rag)
JUNE
Frog Island Jazz Festival
JULY
Boomer Days (Bonni Rosen-Fine)
AUGUST
Heritage Jazz Competition (McKeever)
Freight House (Meadows)

BEST YET AWARDS: August saw a lot of good guys on the block! Thanks to Bonni Rosen-Fine and Niles Paluchniak for keeping the Boomer Days tradition alive. Special recognition to Pam, Wendi and Renee for their fastidious clean up campaign. Miller's Ice Cream received a "certificate of merit" from the County Health Department. And...Jim MacDonald proved to be a model citizen in foiling a hold-up attempt in August. (Other nominations for a "masked man" were also made, but since the information was witheld from the other papers, we won't tell the story either.)

NO GOLDEN GOOSES were awarded. It's been a pretty good month.

ADJOURNMENT: 9:25 P.M



A publication of the Depot Town Association, Inc., a non-profit, tax-exempt corporation dedicated to preserving the unique character of the neighborhood and to the enhancement of its business climate.
Rex Richie, president
(DTA: The caboose, 400 Market Place, Ypsilanti, MI 48197)
Annual dues:
Associate member $10
Regular member $25
Sustaining member $100

THE HEALTH EMPORIUM
"To your good health"
FOR YOUR NUTRITIONAL NEEDS
19 E. CROSS 485-2711
DEPOT TOWN YPSILANTI

SIDETRACK
GOOD FOOD GOOD DRINKS GOOD TIMES
Located in historic Depot Town
56 E. CROSS • YPSILANTI
483-1035

Ted's AUTO ELECTRIC
307 N. River St. Ypsilanti, Michigan
Phone 483-1238

A Farmer's Creed

unknown author

I believe that a man's greatest possession is his dignity and that no calling bestows this more abundantly than farming.

I believe hard work and honest sweat are the building blocks of a person's character.

I believe that farming, despite its hardships and disappointments, is the most honest and honorable way a man could spend his days on this earth.

I believe that farming nurtures the close family ties that makes life rich in a way money cannot buy.

I believe my children are learning values that will last a lifetime and can be learned in no other way.

I believe farming provides education for life and that no other occupation teaches so much about birth, growth, and maturity in such a variety of ways.

I believe that many of the best things in life are indeed free; the splendor of a sunrise, the rapture of wide open spaces, the exhilarating sight of your land breathing each spring.

I believe that true happiness comes from watching your crops ripen in the field; your children grow tall in the sun.

I believe that by my toil I am giving more to the world than I am taking from it; an honor that does not come to all men.

I believe that when a man grows old and sums up his days, he should be able to stand tall and feel pride in the life he has lived.

I believe in farming because it makes all this possible.

A FARMERS' MARKET FALL BIRTHDAY FAIR

"A Farmers' Market Fall Birthday Fair?" you may ask. Yes! Ypsilanti Farmers' Market will celebrate its fortieth birthday and launch what is hoped to be an annual Fall Fair on Saturday, September 15th.

Forty years ago many men were fighting overseas. There were rations for almost everything – from gas to sugar. Everyone was producing products for the war effort – even food was grown as quickly as possible for distribution overseas. The Ypsilanti Farmers' Market was opened in an effort to give the residents of Ypsilanti the opportunity to buy fresh produce that was becoming difficult to obtain.

Since the war, the Ypsilanti Farmers' Market has become a meeting place for area growers and Ypsilanti residents for over four decades, including the last five years in Depot Town. To celebrate this continuing tradition, the Farmers' Market is throwing a birthday party on September 15. Everyone is invited to attend. There will be a petting pen, pony rides, story-telling, and a scarecrow gallery and contest for the kids. Farmers will compete in the "Humongous Vegetable Contest" and harvest basket display. Highlighting the exhibits will be an antique farm implement display including a kerosene - burning 1918 Waterloo Boy Tractor, restored to mint condition!

Market visitors can help hand-crank home-made ice cream throughout the morning, with the birthday cake and ice cream served from noon until closing at 3:00.

Plan to attend this celebration, and help welcome the many new visitors to the market and Depot Town that day.

SCARECROW CONTEST # 1:

11:30 A.M. – build YOUR scarecrow at home or at the farmers' market any Wednesday or Saturday. All scarecrows to be viewed at the Market from August 11 until September 15. Voting for favorites during MARKET FALL FAIR September 15th. Prizes awarded 11:30 A.M. Prizes for everyone!

SCARECROW CONTEST # 2 (LIVE):

11:45 A.M. – With some straw stuffing and ragged accessories, you too can be a scarecrow. Dress at home or at the Market. Judging by crowd applause on the back dock. Entry forms not necessary.

ON THE STREET:

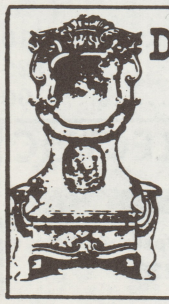
The shopping district of Depot Town, too, will take shoppers back to the old days of Saturdays in the city, with Farm-All tractors double-parked and country kids perched on bales of hay while mom and dad do the weekly shopping. Blue denim, red and white bandanas and straw hats are the order of the day . . . on September 15th at the Farmers' Market and all around Depot Town.

Vintage Passion
Specializing in Unusual & Different

COSTUME JEWELRY
Featuring fabulous rhinestones
Vintage Clothing
"You've got to see it to believe it!"
32 East Cross
Historic Depot Town

482-0489
23 E. Cross
Ypsilanti, MI 48197
Now and Then
ANTIQUES & COLLECTIBLES
Buy — Sell — Trade
IN HISTORIC DEPOT TOWN

Jim MacDonald's Antiques
Apple Annie's Vintage Clothing
29 East Cross • 481-0555
Tuesday-Saturday 12-6 Sunday 12-4


DEPOT EXCHANGE
ANTIQUES
54 E. Cross St. (near tracks)
Depot Town
Ypsilanti, Mich. 48197
WE BUY, SELL & TRADE
482-1780
Furniture Stripping
Mention RAG ad & get 10% Discount

and everything nice

RECYCLED CHILDREN'S CLOTHING
HANDCRAFTED TOYS & GIFTS
27 EAST CROSS

PRONTO
PIZZA & SUBS
37 E. CROSS • DEPOT TOWN
YPSILANTI
483-4555
SUN-THU 4-12 FRI & SAT 4-2
Free Delivery
on orders over $4.00

LET'S MIND OUR BUSINESS

(Inspired by WJR's program of the same name)

MAKING GOOD FIRST IMPRESSIONS.....

Paint store brochures and decorating magazines have been telling us for a long time that our front door is the "first impression" given to others. It speaks to visitors before we do and makes that all-important initial image. That image lasts until something new arrives to take its place. The same holds true for introducing new folks to our business. True, folks who are our regular clientele probably don't even look at our signs or window displays anymore, but what is our business' message to the first-time customer?

If you are among the many who still welcome new, first-time shoppers, here is a simple checklist which may help us to see our places from that point of view:

SIGNAGE: Does the sign state clearly and simply what goes on here? "Antiques" or "Restaurant" leave little guesswork and the more personal, more creative name of the establishment is probably secondary to most first-time consumers. After a good reputation has been established, some merchants like to play-up that which is less obvious. THE SIDETRACK certainly doesn't need a sign which proclaims "Good Food" anymore. They can be content to carry on the railroader image with their low-key signage, while NORTH RIVER ANTIQUES, on the less traveled block, is wise to proclaim "Antiques" boldly across their facade. The clear view from Cross Street and Market Place draws many to their recently expanded showroom.

SIDEWALKS: At what time does our daily cleaning produce optimum effect? MILLER'S ICE CREAM PARLOR sweeps and hoses right at closing time, offering condolences to late-comers, while washing away spilt cone puddles and picking up stray napkins. Others start the day by sweeping, cranking up the awning and posing as quaint, old-time shopkeepers. It works.

WINDOW DISPLAY: Changing our window design helps to entertain today's and tomorrow's clientele - even after closing hours. HON'S FLOWERS establishes seasonal and holiday themes, while . . . AND EVERYTHING NICE draws viewers of all ages to their ever-changing and innovative dioramas. Just changing from curtains to hanging plants was an unexpected surprise at the OLD TOWN RESTAURANT this summer.

NIGHT LIGHTING: One of the most effective uses of after-hours display has been the judicious use of light pools at NOW & THEN ANTIQUES. It's good for evening sidewalkers . . . AND the later police patrols, too!

CLEAN GLASS: Most of those smudges were made by people coming the evening before and planning to return soon. They're worth it. . .but they're not coming back to see dirty windows!

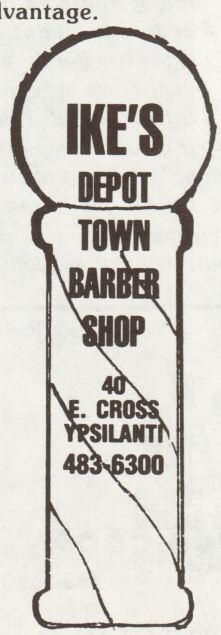
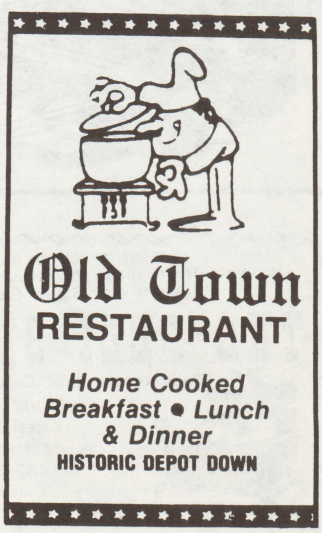
PAINT: Freshening up the facade colors can give our places a whole new outlook. Especially in the Historic District, if our paint is in its third or fourth season, its probably time to re-do it. The Historic District Commission is happy to help with advice and the City will help finance facade improvements for tenants and/or owners. Recent works at the "Lawson Block" (GRAND TRUNK LTD. et al) found welcome help here.

CONTINUITY OF THEME: Depot Town is unique. How can we best play on the attention we receive from the railroad, the river, the bridge, old buildings, the Historic District, the Italianate style of architecture, and the original purpose for this old structure? This is not the sterile environment of a slick new shopping center. We already have the kind of atmosphere other places have to pay millions of dollars for. Let's use it to our advantage.

THE DOOR, ITSELF: How does our place say "hello" at it's most intimate introduction? Along with helpful posted hours and our Mastercard and Visa logos, can we repeat the general theme of the place on a smaller scale? The etched glass bartender design at AUBREE'S SALOON is a perfect example. Also, clean, shiny brass hardware and a shop bell are traditional and functional.

PSA's: It's a great community service to post those Public Service Announcements near our entrance, but we shouldn't let every solicitor paste their flyer up, themselves. Such a hodge-podge can take over our entry theme and look like a garage sale kiosk. These announcements should complement, not compete with, our original design and theme. Collect these and make an orderly display which enhances our entrance and facade. Pay attention to what is posted and take them down when their date has passed.

THE "ECHO EFFECT": Whether we use our back door or not, this is at least another chance to proclaim the fact that we are here, albeit in smaller format than at the primary entrance. Even a sign for deliveries - or a notice to use the other door - helps to establish our presence more clearly.

STREET FURNITURE: Nowhere in this area is the sidewalk such a comfortable place to be. Gardens in tubs and planters, benches, tables and chairs – all say "Welcome" to the public and such ameneties carry a clear message: "We like this place — and hope you do too!"

(A recent trip outside the neighborhood to an open-forever hardware store made us feel like garbage pickers, stepping over several day's accumulation of trash from the parking lot to the entrance. The check-out woman blamed the manager, the manager blamed the landlord, the landlord blamed the public. This member of the public took it so bad that he won't shop there any more...ed.)